

The Ethnic Broadcaster

Winter 2003 Edition

National Ethnic and Multicultural Broadcasters' Council



Special Edition: Youth 2003

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PRESIDENT'S PEN



BIG CHALLENGES AHEAD

Ethnic community broadcasters, and their communities, throughout Australia will be facing some formidable challenges in the months and year ahead:

- a) the capacity and ability to respond even better to community demands for more and increasingly diverse programming, to meet the needs of the first generation and those of the second and third, as well as getting on board new and emerging communities within already congested and competing airtime limitations;
- b) but an even bigger and unfortunately threatening challenge is the possibility that the 25-year-old bipartisan political support for modest funding for ethnic community broadcasting may be replaced in the next triennium by a more “targeted” approach, which will exclude funding for many communities and/or sections within them.

The non-funding of the AERTP – a most successful and economical broadcaster training program – has sent a chilly message as to what kind of weather we are likely to sail into in the immediate future.

The NEMBC cannot contemplate the prospect of volunteers – mostly unwaged young people and pensioners – who give so much of their time and often money – facing the unpalatable choice of paying big money for providing an essential UNPAID community service, or walking away.

It should be noted that government funding covers no more than 20% of what it takes to run ethnic community broadcasting. The rest of the money is raised and paid for by volunteers and their communities. A small price for any government for multilingual, multicultural services.

The NEMBC will campaign vigorously for government funding for all ethnic community broadcasting, and the reasons for it.

The campaign will involve broadcasters, their communities and all those who value the principles of multiculturalism and volunteerism. Ethnic community broadcasting is, above all, about the benefits and the power of diversity in information and language/culture maintenance.

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To assist the campaign the NEMBC, in cooperation with stations, will produce video and audio promotional material, and printed notes for broadcasters to use in their programs and in planned interviews with community leaders and politicians. These issues will feature prominently before and during the December NEMBC Conference.

May I take this opportunity to welcome our new Administration and Ethnic News Digest Coordinator Esther Anatolitis, and look forward to an amicable and productive cooperation.

George Zangalis
NEMBC President

youth Mini-Conference



*"Friday I was interested in radio, come Sunday afternoon I was passionate."
—Ailini Steen, Tonga Youth Radio, 5EBI*

The need to increase the participation of young people in Ethnic Community Radio has been one of the major concerns of the NEMBC in recent years.

This year the drive to increase youth participation moved into high gear. The NEMBC Executive has decided to appoint a part-time Youth Coordinator. This decision followed a move by 3ZZZ in Melbourne to appoint a youth coordinator and coincided with plans by 5EBI in Adelaide to significantly increase the hours of youth-specific broadcasts in their new program schedule.

Having made an in principle decision to appoint a Youth Coordinator, the next step was to call together the NEMBC Youth Committee. On this occasion it was decided to invite additional youth

delegates so that we would have two young ethnic broadcasters from each state. The role of the new



Youth Coordinator would be an important item on the agenda.

There has been another major development affecting youth participation in ethnic radio. The government has stopped funding the Australian Ethnic Radio Training Project. This will have a particular impact on young people who, along with members of new, emerging and refugee communities, are the

principal users of broadcast training in our sector. The future of training in ethnic radio, and particularly its impact on youth, was therefore another major issue for discussion.

Given that the station managers play a key role both in training at their stations, and in recruiting new broadcasters, managers from the major ethnic community stations were also invited.

TRAINING

The conference reaffirmed the value of the Australian Ethnic Radio Training Project as a scheme specially tailored for ethnic broadcasters. It noted that the failure to support the training of new broadcasters was inconsistent with the government's stated aim of increasing the participation of young people and members of new and emerging communities.

The conference resolved to reject a user-pays model for training and to continue to press for the funding of the AERTP. Noting that the drought, the bushfires and the Iraq war were some of the reasons given for a very tight budget in 2003, the conference took the view that there was more chance of a sympathetic reaction from the government in 2004, particularly since this is likely to be an election year.

YOUTH COORDINATOR

Following the NEMBC's decision to appoint a part time Youth Coordinator in 2003-4, the delegates devoted a session of the conference to a discussion of the role of the Youth Coordinator. The conference recommended that the Youth Coordinator:

- Facilitate communication between the youth committee and young ethnic broadcasters
- Work in partnership with station managers and youth coordinators working in community stations
- Ensure that young people in regional and remote areas are supported
- Work with the youth committee to make sure it is an effective policy committee
- Seek additional funding to make the position ongoing, and full time.

The Youth Coordinator position will be advertised shortly and a representative of the Youth Committee will be on the selection committee.

ACTION PLANNING

The second day of the conference was spent in developing a mission statement and a series of action plans.

The mission statement was arrived at quickly, simply and unanimously. The Youth Committee's mission is



to increase the participation of young people in ethnic community radio.

Action plans were developed under three broad headings – Communication, Publicity and Resources.

The group developing the communications action plan proposed a more effective use of the NEMBC website, including a bulletin board devoted to youth issues, links with other youth and multicultural organisations, and a regular newsletter. Vida Karabuva (6EBA) agreed to become the initial editor of the newsletter.

The group looking at better promotion of youth participation proposed a logo and poster competition, business cards for youth committee members and above all using our own medium, radio, to more effectively promote youth radio. Another strategy proposed was to get involved with other non-broadcasting community groups through festivals and other events, taking advantage of cross-

promotion and encouraging new radio listeners and participants.

The resourcing group requested an annual budget from the NEMBC large enough to provide for one face-to-face meeting of the committee every year, plus up to two teleconferences. They also

looked at opportunities for funding from sources other than the NEMBC, and the opportunities for nationally coordinated projects and campaigns which will become possible though the appointment of the Youth Coordinator.

“Seize the opportunity – steal the limelight.”

—Jagdeep

“Is there money in the budget for beer?”

—Anthony

“Jag plays a mean tabla.”

—Marteen

“There's way too much pressure to say something funny.”

—Kai

“There are more lunatics out there like me – yeah!”

—Vida

“I have my two cents, which was really only worth one.”

—Tewell

“The youth committee meeting is a fantastic, awesome, unforgettable... party, and a positive step towards the future of young people in community radio.”

—Adam

“Oh my god, you were born on the same date as me?! I want to marry you!”

—Joanne

Tongan Youth Radio *gets off the ground*

On Friday 4 July 2003 at 3.30–4pm, an historic event (at least for the Tongan Community Radio of SA Inc.) occurred in the chapter of community radio in SA.

For the first time in Adelaide, the Tonga Youth Radio, or the TYRadio, broadcast their first program on 5EBI 103.1FM. After almost a year of training and practical work to get the right skills for operating, producing program and broadcasting, they finally go to air. Rubina and 'Ailini started the community broadcasting course in March 2002, followed by Losa in July 2002, and Naomi is just about to complete her training with a practical hands-on production of a program on 5 July, 2003.

The Tongan Community Radio of SA, a member of the 5EBI radio group, is very proud of the youths' achievements and dedication to training, as well as volunteering their time to look at ways of dealing with youth identities, and intergenerational and cultural issues through radio. By the end of this year, two lads, Moimoi 'Etu and Alfred Carlson, who are about to commence training in July, will join the TYRadio.

The TYRadio team is embarking on a trip to Sydney on 28 September – 4 October to gain cultural experiences from working with other Tongan broadcasters in radio, such as the Sydney 2000FM and Skid Row. This trip is funded through the NEMBC's Tony Manicaros Award.



The TYTeam. From L to R: 'Ailini Steen, Rubina Carlson, Naomi Tupola, and Losa Bloomfield (seated)

In 2004, the main project for the TYRadio is a trip to Tonga around June 28 – 16 July to record programs in the Heilala Festival – an annual Tongan cultural extravaganza, to experience the culture and to bring back their programs to broadcast in Adelaide. For further details about the TYRadio, write to tyradio2003@hotmail.com or to the Tongan Community Radio Public Officer, Tangi Steen, on tangi.steen@unisa.edu.au.

Tune in to TYRadio on 5EBI 103.1FM, Fridays, 3.30–4pm.

Getting your story into the media

A workshop for people from emerging and refugee communities who want to be heard in the media.

Community leaders and representatives often want to make statements to the media or are asked by journalists to comment on a current issue about the community here or in the country of origin. This workshop will help you develop ideas about how to be a visible media spokesperson for your

community and get your message clearly into mainstream and community media, and raise the profile of your organisation.

You will learn:

- who's who in the media world and how to liaise with journalists
- writing effective media releases
- smart interview techniques for radio, tv or print
- create and distribute a media information kit

- network with other community organisations.

For more information and to organise a workshop for your community please contact:

Indira Narayan
Coordinator, Emerging & Refugee
Communities Radio Broadcast
Training & Outreach Project
Phone: 03 9419 8377 or
03 9415 1928
project@nembc.org.au
www.nembc.org.au



OXYGEN FM

Sharing the Air with You

OXYGEN FM hit the airwaves recently on Radio 4EB, Brisbane's only full-time ethnic radio station. OXYGEN FM is a youth multicultural program broadcast by the young members of Radio 4EB, as well as the 'young at heart'.

At the beginning of the year, Radio 4EB appointed two youth representatives to the Board of Directors to encourage youth participation in the station. It wasn't long before the youth representatives, Adam Lo (Chinese Group) and Sinéad Lee (Irish Group), were joined by numerous enthusiastic members of other ethnic groups to form a 'Youth Forum'.

The Youth Forum is held on a monthly basis to discuss issues affecting young broadcasters in ethnic radio, to plan schedules and to share ideas. The outcome of the station's first Youth Forum was the commencement of the multicultural youth program *OXYGEN FM*.

It's an exciting time for Radio 4EB because through *OXYGEN FM* divergent ethnic groups are working together to broadcast a unique, entertaining and informative program, the main ingredient of which is fun! We are sharing ideas and learning about each other's culture through music, laughter and song.

OXYGEN FM provides a forum for young people from a diversity of backgrounds to get together and broadcast their views, their music and their events. We've been known to hold occasional live-to-air music sessions, and are currently organising a World Music Youth event.

So there's plenty happening at Radio 4EB in Brisbane. If you're in the vicinity of South East Queensland, tune in on 98.1FM or drop by and share the air with us on *OXYGEN FM*. Adam and Sinéad would love to hear from you. Email Adam (adam_fm981@hotmail.com) or Sinéad (Sinéad_l@hotmail.com), or post a message on our message board: <http://groups.msn.com/youthforum>.

News YOU Can Use!

The Ethnic News Digest – instant broadcast news, three times a week

Want to make news and current affairs a regular feature of your programming, but haven't got the time or resources to write it yourself? There's no need – the END is here!

The Ethnic News Digest is the NEMBC's Australian News and Current Affairs service: short Australian news stories written specifically for use by community radio broadcasters. Stories are **updated three times a week** and are **translated into 21 languages** by a group of dedicated volunteer translators.

The Digest is **free** and is designed to work alongside broadcasters' coverage of local community and overseas news. As the stories are

already written the service **saves programmers valuable time** in preparing news stories. Using the Digest also means broadcasters **avoid copyright problems**, which arise from using commercial sources.

The Digest is **your news service**, so make sure you use it!

- Go to www.nembc.org.au and click on the language you prefer to use.
- Download the stories and you're ready to go to air!

END News stories are currently available in English and:
AMHARIC (Ethiopian)
ARABIC – our newest addition
BOSNIAN – new addition to the END
DUTCH
ENGLISH
ESPAÑOL (Spanish)
FRANÇAIS (French)
HRAVATZKI (Croatian)

INDONESIAN
ITALIANO
MAKEDONSKI (Macedonian)
POLSKI (Polish)
PORTUGUESA
PYCCKOM (Russian)
SINHALA (Sinhalese)
SRPSKOM (Serbian)
TAGALOG [Filipino]
THAI – new addition to the END
TURKCE (Turkish)
VIET NGU (Vietnamese)

TRANSLATORS WANTED

We would like to make contact with translators in the following languages: Cambodian (Khmer) / Farsi / Greek / Kurdish / Somali.

You need to have internet access and be able to translate 4–5 short stories three times per week. Interested? Send an email to nembc@nembc.org.au or call Esther Anatolitis (END Coordinator) on (613) 9486 9549

The Ethnic News Digest is available at www.nembc.org.au.



3ZZZ youth news

A new Youth Development Coordinator, multicultural programming and projects involving with school groups have been keeping young broadcasters busy at 3ZZZ.

One of 3ZZZ's Council objectives for 2003 and the future is to further encourage youth participation at the station. The Council knows that growth of involvement by young people is vital to the long-term health and vitality of the station. As part of this initiative, 3ZZZ created the role of the Youth Development Coordinator (YDC), and have recently appointed Claudine Ellis to the position. The primary role of the YDC is to:

- Assist young people at the station
- Develop and support a Youth Committee
- Explore project funding options
- Provide regular reports to Council
- Develop partnerships with relevant youth organisations
- Increase awareness of 3ZZZ amongst Melbourne's youth.

A survey was sent out to all young broadcasters at 3ZZZ to establish their needs and to help guide the YDC. This has facilitated the formation of a Multicultural Youth Broadcasting Group, which will empower young broadcasters. The Multicultural Youth Group is run entirely by young people, giving them power over all decisions

required to successfully run a weekly radio program. The first Multicultural Youth program will start on a three-month trial on Saturday, September 6, in the 10–11pm timeslot. The show aims to provide the youth of Melbourne with a general interest show that is inclusive of all cultures and backgrounds.

Another daytime Multicultural Youth program has also been running since May 2003. This program aims to create a pathway for bilingual high school students to participate in some youth programming at 3ZZZ. High school students produce a general interest show, broadcasting in a mixture of languages (Greek, Arabic, Serbian, Albanian) and English. Meetings held with LOTE teachers from the schools involved means that there is now the possibility of making radio program/ segment preparation part of the LOTE curriculum.

Meetings were also held with representatives from SYN FM and the Centre for Multicultural Youth Issues (CMYI), discussing the idea of some young refugees first gaining some radio experience at SYN FM, and then moving on to 3ZZZ after the program concludes.

These ideas were further discussed with the students, who are currently running a program at SYN FIVI.

All government secondary schools in Melbourne were invited to develop a relationship with us, allowing for the school's language students to take a tour of the station, meet with broadcasters to converse in a particular language, participate in ethnic language programs, and join a non-affiliated youth broadcasting group.

The response from schools was very good and some tours have already taken place, with more coming up in the near future.

The YDC has also written four grant applications to the CBF, the Foundation for Young Australians and to DIMIA, for work with language students, young bilingual students and young media makers, for coping with inter-racial and inter-faith issues in Australian society, and for a series of training workshops and a one-day youth conference.

STATION NEWS

Tony Manicaros Award

Up to \$1500 of one-off funding for projects to be completed within six months.

The Tony Manicaros Award is an annual award to fund a project of significance for ethnic community broadcasting. It is open to stations, programming groups and individuals. Proposals that will be considered for the award include projects which:

- produce special programming of significance to a national audience, specific target group or to mark significant historic or present day events
- produce programming across a number of stations as part of a festival, to celebrate a significant event, etc.
- assist with oral history, documenting or archiving of material of significance for ethnic community broadcasting
- produce cultural information or programming of benefit to ethnic community broadcasting
- produce and distribute information of benefit to ethnic programmers or stations with ethnic programming

- provide specialised training for broadcasters and particularly broadcasters under represented in ethnic community broadcasting
- undertake study in the media that would assist a programme or station in its programming, technical, administrative or management development
- develop equipment of benefit to the sector.

Preference will be given to projects that are significant for the ethnic community broadcasting sector. Creative and innovative projects are encouraged. Preference will be given to projects that would have difficulty receiving funding or sufficient funding from other sources.

CONDITIONS OF THE AWARD

Funding of up to \$1500 will be made to the winner of the award.

Projects must be completed within six months.

An individual applying for training must demonstrate they are of low income.

The NEMBC is to be given permission to use the project for non-commercial purposes.

A successful applicant cannot reapply in the following year. The award is a one-off grant.

INFORMATION ABOUT THE AWARD

The winner of the award will be announced annually at the NEMBC conference.

The decision of the Tony Manicaros Award trustees is final.

As an equal opportunity organisation we welcome applications from young people, women and emerging communities.

Applications close Friday 14 November 2003.

For further information phone the NEMBC on (03) 9486 9549 or email nembc@nembc.org.au.

The Tony Manicaros Award is given to commemorate and celebrate Tony Manicaros' work for ethnic community broadcasting on a station, state and national basis. Full time ethnic community broadcasting stations, ethnic umbrella groups and the Community Broadcasting Foundation have provided funding for the award.

Radio Adelaide Station News

RADIO ADELAIDE CELEBRATES PERSIAN NEW YEAR

The Persian Program team at Radio Adelaide have been on air since 2001 and since that time their on-air celebration of the Persian New Year has become an annual highlight for the station. This year their New Year clicked over around midday on 21 March and the team was able to replace the station's usual jazz program from 11am to 1pm. The event is very popular in the

small Persian community in Adelaide, with the phone ringing off the hook for the whole two hours. And as you can see from the photo, everyone is involved. The on-air celebrations are followed by a lunch at the station to which the whole station community was invited.

CENTENARY MEDAL WINNER

One of our longest serving broadcasters, Vladan Tansijevic from The Voice of Serbia program, recently received one of the Centenary Medals. Vladan received the medal for 'Services to the Serbian community and community in general'. He has been a producer of The Voice of Serbia for many years. It's on air from 4-5.30pm on Sundays, on 5EBI 103.1FM.



AROUND AUSTRALIA

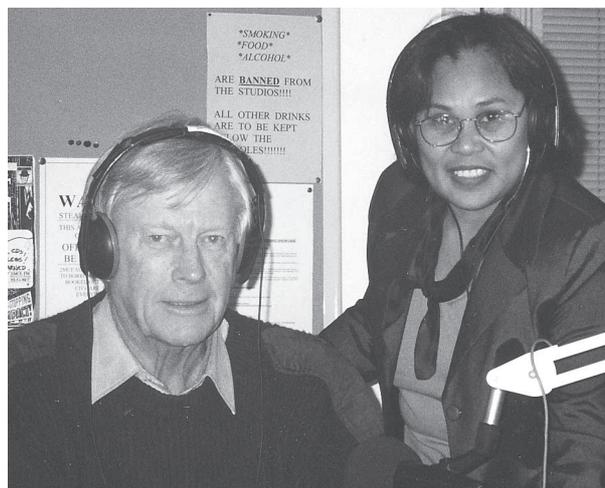
Filipiniana at 2MCE

2MCE is the oldest community radio station in NSW and is closely associated with Charles Sturt University and its well-known media school, which counts Andrew Denton and Amanda Keller amongst its graduates. It runs a number of ethnic programs, which currently include International Friends, Latin American, Diversity, Pinoy-Aussie and my own Filipiniana.

International Friends is a kind of umbrella program, with contributors from many ethnic backgrounds. It acts as a training ground, where aspiring broadcasters from many parts of the world learn to spread their wings. Recent graduates include Remus Muntean from Romania, and Terry Sosefo from the Cook Islands.

I began my Filipiniana program two years ago and worked to make it quite distinctive with its own sting and theme music. 'Filipiniana' means anything to do with Philippine culture, including music and art. It is broadcast in Tagalog and English, with occasional pieces of Cebuano, which is a very common Filipino dialect. The news is always presented in Tagalog, using the excellent service provided by the Ethnic News Digest. Each week I identify and comment upon a current issue of interest to the ethnic community, such as education, women's issues and discrimination, and try to make my comments both amusing and informative. The issues are presented in English, as the program has a considerable non-Filipino audience.

There are also regular interviews with local personalities including local Aboriginal leaders, Filipino role models, and local entrepreneurs and politicians such as the Mayor of Bathurst, who is a great supporter of multiculturalism. I think it is important to bring the community to the ethnic minorities as well as spreading their indigenous culture. The program is advertised as a 'home away from home' for Filipinos, and specialises in Filipino love songs, both modern and traditional. Requests and dedications are common and there is a good sense of ownership and participation from the Filipino community. Recently, the station has put another Filipino show on air, Pinoy-Aussie, hosted by Eduarda Huelmo from Blayney. Between us we seem to



Nenita Lopez-Weekes prepares Mayor of Bathurst Cr. Ian Macintosh for an interview on the Filipiniana program.
Photo courtesy Nenita Lopez-Weekes.

be satisfying the insatiable Filipino desire for music and gossip – we only need cooking and religious segments to meet all needs.

Clearly, 2MCE is strongly committed to ethnic broadcasting, supplying training, technical support and air time, which gives us all a great opportunity to share our culture and gain confidence and skills. Special thanks are due to the station manager Peter Tozer for his encouragement and Studio 4 coordinator Evans Horton, who did a great job setting up the wave station, which reduces stress during air time.

Nenita Lopez-Weekes

NEMBC Annual Conference

Canberra, 5 – 7 December 2003

This year's Annual Conference begins on the afternoon of Friday 5 December and winds up on the Sunday – mark the dates in your diary! Full details of venue and program will appear shortly on the NEMBC website, and in the next edition of *The Ethnic Broadcaster* due in September.

3ZZZ News

MAURITIAN HIGH COMMISSIONER'S VISIT

On Friday 29 March, 2003, Her Excellency Jane Jouanis, the recently appointed Mauritian High Commissioner, visited 3ZZZ during her first official visit to Victoria. She had heard about us through a brief from the Honorary Consul, who then incorporated a visit to 3ZZZ, motivated by the good work that the Mauritian community was doing in Melbourne.

Her Excellency was shown around the studios by our Mauritian Convenor Mr Eddy Abraham, Station Manager Ms Maureen O'Keeffe, and other committee members.

The Commissioner's other activities included meeting Victorian government officials, and the Premier of Victoria, Steve Bracks. She has attended a session at Parliament and various Mauritian community receptions.

Mr Abraham recorded an interview with the Commissioner during her visit, which aired on the Mauritian program the following day. The Commissioner was very pleased with the great work of the Mauritian community.

MEMBERSHIP DRIVE

Our 2003 membership drive is currently in full swing. At 3ZZZ, we have 57 different ethnic groups. The station is interested in focussing on young members under 30 to attract a younger youth base.

ETHNIC BROADCASTERS ON SHOW

In March, Community Stations in Melbourne participated in the

'Multicultural Media Expo' organised by the Victorian Government. The Expo was a great success with hundreds of people attending throughout the day. It was held in the Atrium of the newly completed Federation Square complex.

The Victorian Government has committed to spend 5% of all their advertising on ethnic media. This includes, print, radio, television, commercial and community outlets. The expo was a way for PR and media buyers across all government departments to meet representatives from ethnic radio and television stations and newspapers and talk to them about sponsorship and advertising opportunities

Community stations had a strong presence with 3ZZZ, 3CR, 3NOW, Southern FM, Inner North East Community Radio and Channel 31 among the 30 exhibitors.

3ZZZ officially launched their Online Media Planner at the Expo. This



Victorian Premier Steve Bracks meets Samoan broadcaster Vui Masinamua.

new software enables media planners and agents to plan a 10 week multilingual campaign with just a few clicks of the mouse (check it out at www.3zzz.com.au). All stations now have the job ahead to chase up all the leads and hopefully bring in some more sponsorship dollars.

6EBA honours Mrs Joyce Lutero



At a luncheon held on 17 March, Mrs Joyce Lutero was bestowed Life Membership of the Multicultural Radio and Television Association (MRTA) by 6EBA's Council.

Joyce is pictured here with a commemorative plaque recognising her 26 years of voluntary work. Joyce has worked in a variety of capacities including assisting to record and prepare programmes for various ethnic groups, and organising functions, lotteries and fund raising dinners for 6EBA – Perth's very first ethnic radio

station. Ever versatile, Joyce has also acted as secretary/treasurer doing the bookwork, paying the bills, typing the constitution and preparing documents for committees.

Joyce has been unwavering in the support she has shown her husband Alex in his role of President of the Association and has enthusiastically contributed to the ongoing success of ethnic broadcasting in Perth.

AROUND AUSTRALIA

2NBC Turns 20!

2NBC-FM located in Narwee (Sydney) celebrated 20 years of broadcasting to its community. A variety of events were held between 17 and 24 May. Local artists and entertainers assisted to make these events the success 2NBC had hoped for, and was a reflection of local support for the service we provide.

At the 20th Birthday Dinner, held on Saturday 24 May, Ms Blanca Llorente was presented with the inaugural 'Don Jamieson Award' for 2NBC's 'Achiever of the Year'. (Don Jamieson originally was involved with convincing the community it needed a radio service to suit its

needs, as well as being one of 2NBC's first managers.)



The Board of Directors presents the award to an individual who sets high standards of conduct and makes a significant contribution to the operation of 2NBC; maintains the highest possible standards of ethics in dealing with management, presenters and fellow volunteers;

promotes excellence and morale; exhibits a high degree of co-operation with all 2NBC personnel; and demonstrates keen loyalty to the station. Blanca won the award for all her achievements consistent with the ideals of the award.

The Chairman of 2NBC also noted Blanca's involvement with the NEMBC's Women's Committee. Blanca is a respected and liked person within 2NBC and granting the award to Blanca was well received by all at 2NBC.

Geoffrey Suranyi – Manager

CBOnline

promoting online technology, research & resources for the community broadcasting sector

CBOnline is a website (www.cbonline.org.au) and a database.

The website provides a comprehensive overview of the sector, ranging from a full list of community stations, through to stories about the activities of individual stations and program makers, and academic research on community broadcasting.

COMMUNITY BROADCASTING DATABASE

For the first time wide-ranging statistics on the operations of community broadcasting stations will soon be available through the new Community Broadcasting Database.

The first collection of data from fully licensed community radio stations has been finalised after several

years in the planning. Thanks to the many stations that contributed to it. Some of the figures that are likely to be made available publicly through the CBOnline website next month are:

- the total income of the sector
- how much sponsorship income contributes to total income
- how many volunteers and paid employees there are in the sector, their gender, whether they work full- or part-time
- how many hours of accredited and unaccredited training takes place at stations
- what percentage of Australian music is played at stations.

Additional information may be used by sector organisations like the NEMBC for funding submissions and reporting. An overview of the

results will appear in the next edition of *The Ethnic Broadcaster*.

THE INDIGENOUS ALMANAC

There's a great new section on the website called the Indigenous Almanac which offers over 2000 entries highlighting key events in Aboriginal and Torres Strait Islander history and featuring articles on current Indigenous issues.

CONTRIBUTIONS

People involved in the sector are encouraged to contribute content to the website. If you have any ideas for stories which might be suitable for CBOnline or if you would like any more information on any aspect of the project, please contact me.

Mia Lauze
CBOnline Content Manager
Phone: 02 9318 9619
Email: mlauze@cbonline.org.au

Our own radio station the African community in Australia

Margaret Mathayo Bako made this presentation to the NEMBC Executive at the 2002 Annual Conference.

"It is a pleasure to be here today. Firstly I would like to tell you a bit about myself. I came to Australia as a refugee with my husband and two children but I now have five children. Coming to Australia was not my choice, it was because of a civil war in my home country.

It was very difficult for me when I first arrived because I did not speak any English. I had no friends although some Australians tried to help me but I could not communicate with them and there were few Africans here and even fewer of them were women. The food was very different and it took me two months before I could eat meat.

However despite these initial transition problems, I found Australian people to be very considerate. They helped me a lot and now I can speak English more fluently than when I first arrived from my home country. I also now have many Australian and non-Australian friends.

Today I am here to talk to you about the African community. It has now grown dramatically over the last couple of years but unfortunately we do not have the resources to have or operate a radio station. The African community is one of the new emerging communities that need a lot of support and encouragement from people such as yourselves. Being a new community we cannot support ourselves to have things like our own newspaper or radio station.

In Adelaide there are about 500 Sudanese, 300 Ethiopians, 350 Eritreans and 200 Somalis, and now the West Africans whose number is yet to increase. By having this station it will enable us to communicate with our brothers and sisters in other states, especially Sydney and Melbourne. We understand that Sydney and Melbourne have the largest number of Africans.

Today I am standing here not just for my country or myself but for all African people. In the time I had to

prepare this speech of this conference I spoke to lots of African people asking them what they would like me to say. All of them said that they would like to have their own radio station so they can listen to their own music in their own language and talk about their food and culture. They would also use the station to find out what their brothers and sisters are doing in other states.

Thank you very much for giving me and my community this opportunity to talk to you."



The NEMBC welcomes Güler Shaw and Esther Anatolitis

GÜLER SHAW **AERTP COORDINATOR**

The AERTP is a unique and vital Australia-wide training program in the community radio sector. It is with great delight that I take on this dynamic role where funding has now been extended till June 2004.

My professional background includes: over 15 years of training and management of community based organisations. Several years of broadcasting in community radio including ethnic programming. Extensive experience in Mediation, Community Work and Youth Work at the grass-roots level as well for local, state governments.

I would like to thank my predecessors over the last 10 years, in particular Helen Bowman and Michelle Vlatkovic as AERTP Coordinators as well Nicola Joseph for their passion and dedication as their work has refined the AERTP to the successful and nationally accredited training model that it is today.

I also want to acknowledge the fantastic contribution to the AERTP our past and current trainers, trainees, NEMBC Executives' - its associated committees, broadcasters, stations and members of the National Ethnic Radio Training Taskforce (NERTT) advisory group, other individuals and their organisations including the training and broadcasting sector.

Please feel free to contact me if you require further information on the AERTP, our training package, any other issues and/or to say hello. I am available on (03) 9415 8566 at the AERTP office between 9am 5pm on Tuesdays, Wednesdays and Fridays.

I look forward to working with you in the near future.



ESTHER ANATOLITIS **ADMINISTRATION AND ETHNIC NEWS DIGEST COORDINATOR**

Having always enjoyed working in multicultural, multilingual, and multidisciplinary environments, I know I'll find some engaging challenges here at the NEMBC. My past work has been diverse, but has consistently applied my passion for inspiring people into sharing their culture, language, and creativity. I've coordinated a number of conferences, seminar series, community events and creative projects, and I bring these organisational skills to the role of Administration Officer. I also speak a number of languages, which I'm putting to good use as the Ethnic News Digest Coordinator.

Having lived, worked and studied in a handful of cities around the world, I hold an honours degree in contemporary European Philosophy, the postgraduate Zertifikat Bauhaus Dessau, and am currently a part-time MA (Communications) student. I am editor of a Philosophy journal, contributing editor of a popular multicultural community website, a juror for the 2003 Gangart Awards for outstanding multilingual websites, and this month I'm taking part in an Athens 2004 cultural project.

My first tasks have been to maintain the momentum of the annual membership drive, as well as lending support to the youth committee's action planning. I'm also looking for new translators for the Ethnic News Digest, an excellent service for all you broadcasters who'd like to make up-to-date news and current affairs a part of your program, but who don't have the time and resources to write and research the news for yourself. The Digest is available in 21 languages – and growing – so be sure to use your free news service! Give me a call on (03) 9486 9549 or email nembc@nembc.org.au whenever I can be of help – especially when you've got station news or programming updates. The information on our website, databases and *The Ethnic Broadcaster* gives all of us a strong foundation from which to work together, so do stay in touch.



When is a survey not a survey?

Community research needs to be conducted in community languages, writes George Zangalis.

The Department of Communications, Information Technology and the Arts has made \$120,000 available to the Community Broadcasting Foundation to conduct an Australia-wide survey of listeners to community radio. The NEMBC has told the Department, and the CBF, that it does not wish to participate in this survey.

Why is the NEMBC looking a gift horse in the mouth? This is how NEMBC President George Zangalis explained it in a letter to the department:

“Some 100 community stations across Australia broadcast in languages other than English. Ethnic broadcasting therefore makes up a very significant part of the community broadcasting sector.

“These broadcasters speak more than 100 different languages. Many of these broadcasters, and more particularly their audiences, have difficulty with English. When speaking over the telephone, without the benefit of gestures and facial expression, these difficulties are often magnified.

“As the survey is not to be conducted in the interviewee’s first language, since the funds provided make it impossible to attempt this in a meaningful way, the proposed CATI methodology adds to our concern and conviction that this survey is not appropriate and applicable to ethnic community broadcasters.

“We believe that such a survey will under-represent radio listening by people of non-English speaking background, and therefore misrepresent the sector as a whole.

“We are concerned that the publication of the results of such a flawed survey may act to the detriment of ethnic community broadcasting in Australia in so far as it is likely to under represent listening to ethnic community radio. Were the publication of such biased results to suggest that the survey had the support of the Australian Government, it would be even more damaging to the ethnic broadcasting sector.

“Moreover, as a consequence of the above flaws, we do not believe the project is capable of meeting the requirements of the proposed funding deed between the

Australian Government and the CBF. In particular we refer to the requirement to ‘produce accurate and statistically reliable information for the Department and the community radio sector’.

“While the failure to take account of these language issues, and the consequent bias against ethnic radio, is our primary concern, we have other concerns about this project.

“Given the limited funds available and the extraordinary breadth (in terms of program content, language and geography) of the sector, we doubt that the broad-based survey proposed can produce useful information for community stations. We had proposed that funds be provided selectively to ten to fifteen “battling” stations to address communication with the audiences in their specific areas and communities.

“The NEMBC has found that the best audience research for community stations is the degree of financial and physical (in terms of volunteer labour) support from listeners. A station that has thousands of people personally involved knows its audience intimately.”

Just before going to press we received news that the Department of Communications has found money to fund a qualitative study of listeners to ethnic radio. It may be possible to base this study on focus groups, some of which may operate in community languages. Little detail is available at present, but this looks like a positive development.

PCR-FM v ABA

at the Federal Court

Wyong-Gosford station PCR-FM recently had a small victory against the ABA over an unfair licensing ruling, which will be finalised over the coming months – but as Station Secretary Norbert Lindberg explains, the interim solution has left them in an unsatisfactory state of compromise.

Wyong-Gosford Progressive Community Radio Inc (PCR-FM) started 10 years ago when a small group of volunteers felt that they should create a radio station to serve the youth and minority sections of the Central Coast community. PCR-FM has been operating during this period under various temporary broadcast license arrangements.

The station survived the usual “highs and lows” of volunteer management. About 12 months ago, the ABA finally decided to allocate three permanent community licenses to the Central Coast. Our committee was keen to demonstrate the need for an “Ethnic and Youth” local station, in order to complement the existing local mainstream services and at the same time fulfill the aspirations of some under-represented sections of our community.

There were five applicants for the three available frequencies. Two licenses were allocated in October 2002: Five-O-Plus (covering senior citizen) and Hits and Country (local sport and Country music).

The remaining license was to be allocated on merit between the three remaining applicants, following additional information to be provided to ABA by 21 November. The three applicants were: Radio Yesteryear (representing senior citizens), PCR-FM (representing minorities), and Newcastle Christian Broadcasters trading as Radio Rhema (representing non-denominational Christians).

When we challenged the “local” status of the application by *Newcastle Broadcasters*, we were advised – but only *after* the submissions period had closed – that the ABA had received a fourth application. One month *earlier* (on 1 November), ABA had – unbeknown to us – agreed to a request from Radio Rhema Newcastle to submit a *new* application from a *new* entity. Three weeks after that advice, the permanent license was allocated to Radio Rhema Gosford, the newly cloned *local* entity, hastily created on 22 November.

This was presumably to be the end of PCR-FM. However, our committee felt that the ABA decision was unfair and should be challenged. We decided to fight for survival by taking action against ABA in the Federal

Court of Australia in the belief that we had been denied natural justice.

On 31 January Justice Wilcox handed down his decision in favour of PCR-FM, vindicating our claims. The Federal Court set aside the ABA’s decision to allocate this licence, as it affected the legal rights, interests and legitimate expectations of the other applicants.

On 26 May 2003 the ABA wrote to us, accepting that the process had been flawed. The ABA finally confirmed that

- the application from Radio Rhema Gosford was invalid.
- the application from Radio Rhema Newcastle has never been formally withdrawn.
- ABA will not allocate the permanent license under Section 85 of the Act.
- the frequency will be made available for temporary community broadcasts.

Before a review of the situation can be made, the frequency is to be made available for eight months of time-share broadcasting between all the applicants. Once again, however, we find ourselves at the losing end of ABA’s rationale. In an attempt at impartiality, ABA have requested that PCR-FM share time not only with the early applicants Radio Yesteryear and Rhema Newcastle, but also with the invalid applicant Radio Rhema Gosford. It is worth noting that the interim manager for Rhema Newcastle is the same as for Rhema Gosford.

In these past 10 years of trying to provide broadcast diversity to the Central Coast, we have learnt to live with being belittled and maligned by many, because of “who and what” we represent. As a progressive broadcaster we may be too bold for conservative organisations, but we will not accept to be bullied by anybody. We are not seeking sympathy or specific support from the NEMBC, but we feel it necessary to highlight our plight to any peak organisations regularly dealing with ABA.

We may not survive the process... but for PCR-FM, the battle is only starting.

The Ethnic Broadcaster

We welcome contributions to *The Ethnic Broadcaster*, especially from NEMBC Members – send us your station news, letters, short pieces, photos...

Advertise in *The Ethnic Broadcaster* – please contact us for rates.

For more information please contact Esther Anatolitis on 03 9486 9549 or via email: nembc@nembc.org.au

CHECK OUT THE NEMBC WEBSITE: www.nembc.org.au

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